



MEMORANDUM

TO: Mayor and Council

FROM: Kevin Johns, Director
Economic Development Department

DATE: June 27, 2016

SUBJECT: Music and Creative Ecosystem Omnibus Resolution Response Report

The attached report was developed in response to City Council Resolution No. 20160303-019, which directed the City Manager to develop a plan of action to address a variety of priorities, goals and objectives to support the music and creative industries in Austin. Given the urgency to identify strategies to support our local artists and musicians, a very short timeline was associated with development of the requested action plan. After considerable input from stakeholders, a list of 73 recommendations was developed and presented at the first-ever joint meeting of the Arts and Music Commissions on April 25, 2016 and to the Economic Opportunity Council Committee during its May 10, 2016 meeting.

Staff from all divisions of the Economic Development Department worked diligently not only organizing the steps already mentioned, but also researching each of the 73 recommendations in more detail. It was during this process, and with consideration of the significant feedback received, that 10 distinct Priority Recommendations surfaced. These priority recommendations are:

- Affordable Space
- Agent of Change Principle
- Cultural Tourism
- Entertainment License
- Incentives, Tools and Loans
- Land Use Regulations
- Music Genre Development
- Permitting and Licensing
- Professional Development
- Revenue Development

This report also includes a listing of arts and music related programming and services funded within the current fiscal year through City resources, highlighting our ongoing commitment to these creative industries. However, the needs documented in this report far exceed the available resources. Staff recommends any available funding be prioritized for actions associated with the following three recommendations: Affordable Space, Revenue Development, and Incentives, Tools, and Loans. Staff is also prepared to move forward on portions of recommendations that do not require additional resources, which include the Agent of Change Principle, Cultural Tourism, Land Use Regulations, and Professional Development.

Please feel free to contact me at (512) 974-7802 if we can provide any additional information.

Attachment

xc: Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager